

ADVISES SELF HELP STORES

BABSON, STATISTICIAN, ADVISES MERCHANTS TO ADOPT NEW BUSINESS METHODS.

In an interview Roger W. Babson appealed to merchants to study the "self help" stores. He believes that the small merchant has great opportunity if he will only adopt modern methods and advertise more. He insists that the public does not demand the Chain Stores but rather demands economical and convenient service. People buy from the chain stores because that is the only place in their community that they can get such service, he continued.

"Chain stores are having a tremendous run today. They are springing up like weeds in every community. Local merchants are beginning to become panic stricken. They fear that the chain store is to swallow up everything. Grocers, druggists, and clothing dealers are especially troubled. Considering the tremendous number of small merchants this is a problem in which every one should be interested. There are for instance over 300,000 independent grocers in this country. To have their business wiped out would result in a tremendous economic appeal. All together there are over 1,000,000 small merchants in America who are vitally interested in this problem, as they will be wiped out if the chain store proves to be the legitimate method of merchandising.

"Personally I feel that this change is due to the fact that chain stores come nearer to giving the public what it wants and prospers for that reason. If the local merchants will adopt the same up-to-date methods of economical merchandising they need have nothing to fear from chain store competition. These newer and especially these self help establishments are doing a splendid business because their plan is practical and because they are being operated by young men with initiative and enthusiasm. The railroads did a fine business when they were so operated, 20 or 30 years ago. Chain stores, however, will have their troubles just as the railroads have had theirs. Clerks, truck drivers, and buyers will some day be organized and as snaky and independent as the typical plumber is today. Then the chain store sales will drop off and operating expenses will increase and they will have to adopt a more modern form of merchandising or give way to a new order. The "self help" system eliminates labor difficulty to a considerable extent and presents a most interesting study both as to service and to cost.

"I appeal particularly to merchants of the older school and urge them to study very carefully these "self help" stores, with their "self help" service. It is true that the average merchant cannot get the advantage of collective buying unless he himself joins a chain. Any merchant, however, can install a "self help" system of selling independently. Of course, this means more than reorganizing the fixtures of his store. He must change his entire attitude. The "self help" stores for instance are very dependent upon advertising, much more so than are the chain stores and local merchants. The latter must advertise more than ever if he is to adopt the "self help" system. I am not a merchant, merely a statistician. Statistician, however, clearly indicate that if the local merchant continues as at present he will be eliminated from American industry to make way for more modern machinery of distribution.

"In regard to chain store securities. Most of these merchandising companies should do well for the next few years. Mail Order concerns will also prosper, but I predict that even stores like the A & P will some day change over to a "self help" system. They will be forced to in order to survive. When the change is made their securities will become "self help" securities. It is not my purpose," concluded Mr. Babson, "to recommend them as securities but rather to try to awake the local merchants before it is too late, and to get them to adopt the methods of more economical distribution which are winning out today."

General business according to the index figure of the Babsonchart stands at 17% below normal. This is encouraging indeed when you realize that it is holding up in the face of the threatened rail strike on top of the usual summer dullness.

COLLEGE ENDOWMENT CAMPAIGN COMPLETED

(Continued from page one)
Carnegie Corporation. Several have received aid from one or the other of these institutions, but as near as can be ascertained at the present time Alma is the only one to have secured from both in a single campaign.

Among the large gifts during the campaign were the following: General Education Board, \$75,000; Carnegie Corporation, \$50,000; Mrs. Horace E. Dodge of Detroit, \$55,000; Mrs. Sarah H. Lancashire of New York, \$50,000; Mrs. John F. Dodge of Detroit, \$15,000, and Mrs. Oren Scotten of Detroit, \$12,500. One of the early large gifts in the campaign was from the aged Dr. Jay Clisbe, for many years Professor of Bible at Alma College. His gift to the campaign was his home on West Superior street, which is conservatively valued at \$6,000.

Record want ads pay.

Local Happenings Tersely Told

You will find the best bread in Butter Cup wrappers 02-tfc
Donald Smith was in Detroit Saturday on business.
Howard Handley was in Detroit on business Saturday.

Otto Sanderhoff and family were Saginaw visitors July Fourth.
Ask your groceryman about Maple Nuts. It's something good to eat—advertisement 58-25

Lee Sharrar spent the week end visiting with friends in Saginaw and Detroit.

Special this week—Maple Nut Ice Cream, 40c per quart. DeLuxe Candy Co.—advertisement

Dr. E. G. Sluyter, osteopathic physician, State Savings Bank Building, Alma, both phones. 57-tf

Mrs. Lyman Rule, who has been ill at her home with typhoid fever, is reported to be gaining rapidly.

Have your gown and hat made at the Elite Style Parlor. Open Wednesday and Saturday evenings. Over Wright Furniture Store.—advertisement, 11-c.

We are prepared to serve at all times light refreshments. Special dinners served on order. The Daisy Tea Room, just east of the golf course.—advertisement—59-4t-p.

The class of people who endorse Taulac is a convincing guarantee of the medicine's merit. Give it a trial. Look-Paterson Drug Co.—advertisement.

Alma Chapter No. 43, O. E. S., will hold its regular meeting Friday evening at 7:30 o'clock. The initiation has been postponed until September.

Mr. and Mrs. George Kuhlman, Russell Gilken and Flora and Dora Hicks of this city were entertained by Mr. and Mrs. Lee Raycraft at their country home near Ithaca, Sunday.

R. A. Young, manager for the Martin Stores Corporation, moved his goods on the Fourth from Battle Creek to Alma and is now settled at 114 East Center street. Mr. and Mrs. Young share the feeling of enthusiastic satisfaction with Alma and consider it one of the prettiest "smilingest" most homelike towns ever. They hope the future developments will find them permanent residents, sharing in Alma's undoubted prosperous future.

ELWELL

The Ladies' Aid Society was held at Mrs. Chas. Rockwell's last Wednesday, forty members enjoyed dinner. After dinner business was done, and decided to hold an ice cream social on Will Wacha's lawn, July 12th.

Mrs. Charles Havens who has been quite sick is some better.

The Gould show that showed here all last week and had a full house every night, went from here to Breckenridge.

Ernest Howe from Shepherd and his wife visited at George Taylor's and Helen Kinney's.

Asa Dalrymple, an old settler, passed away at the home of his son Evering, at the age of 86. Interment was made in the Seville Center cemetery beside his wife. The funeral was held at the house, conducted by the Oddfellows.

Victor Fisher who has been in the standing army has received his discharge and is home with his parents, Mr. and Mrs. Marion Fisher.

Amy Mallory is attending the summer Normal at Mt. Pleasant.

The new viner for shelling peas and beans has proved very successful. Men worked part of every night with trucks drawing the peas to Edmore for canning. They will commence on the later peas after the Fourth, having about six hundred acres planted in peas and beans.

Mr. Law, the banker, is on his vacation. Milo Langworthy from the State Bank in Alma is here while Mr. Law is on his vacation.

Of course, we all know that France and Germany must eventually fight it out again. But in accordance with the accepted order of things they should first kiss and make up.

Special this week—Maple Nut Ice Cream, 40c per quart. DeLuxe Candy Co.—advertisement

MORNING-NOON & NIGHT USE ALMA CREAMERY CO'S DAIRY FOODS



It's A Good Night Drink

Our milk of certain quality puts you into a sleepy, pleasant nod of dreams frame of mind if you drink a glass or two before retiring. Try it.

ALMA CREAMERY CO.
Pasteurized Products
PHONE-120
ALMA, MICH.

Republic Trucks in Annual Tour

The eighth annual "Pike" tour will leave Detroit next Friday noon for a 14 day swing around Lake Michigan with the Copper Country of Michigan as its northern terminus. The tour, as in former years is conducted by the Michigan Pikes Association. During the two weeks tour Capt. W. S. Gilbreath, Manager of the Detroit Automobile Club and President of the M. P. A. will conduct 77 good roads meetings. The object of the tour is to create interest in improved highways and to popularize through touring routes. Out of the 13 1/2 days spent on the road all but two days will be in Michigan territory.

After spending five years in doing the necessary missionary work to insure the completion of an improved highway from the Ohio line on the south to Sault Ste. Marie, on the north, known as the East Michigan Pike and Dixie Highway, the "Pikers" branched out in their efforts and started tours circling the Great Lakes. In 1920 the tour was around Lake Huron, in 1921 around Lake Superior and this tour will be around the last of the three greater lakes.

The Michigan Pikes Association is made up of men from all parts of the state, who are interested in the good roads movement and annually give of their time and money to help carry out the ideals of the organization. A similar body is located on the west side of Michigan, known as the West Michigan Pikes' Association, which was formed to foster the building of the West Michigan Pike, with its southern terminus in Chicago and its northernmost point, Mackinaw City. This organization, of which W. H. Loutit, of Grand Haven, is President, is making its fifth and final tour over the West Pike, which is now practically completed. The West Pike tour starts from Chicago on July 14 and will join with the Michigan Pikes' Association caravan, at Harbor Springs, on July 17, and make the return trip down the eastern shore of Lake Michigan, as far as Grand Rapids.

Manufacturers and dealers have entered cars and trucks in the coming "Around Lake Michigan" tour. Entries do not close until July 6, the day before the tour. The cars now entered are as follows: Cadillac (pilot car), Cadillac (pacemaker), Cadillac Motor Car Co.; Oldsmobile (press car), Oldsmobile, Olds Motor Works, Lansing; Oldsmobile (entered by the Milwaukee distributor, the Wisconsin Journal's Scout car); Oakland (press car) the Oakland Motor Car Co., Pontiac; R & V Knight, (Speakers' Committee car), R. & V. Motor Co., Moline, Ill.; Durant Motor Car Co., Lansing; Franklin, (Secretary's car), Detroit-Franklin Co.; Earl, Earl Motors Corp., Jackson; Detroit Steamer, Detroit Steam Motors Corp.; Dodge,

Dodge Brothers; Packard (Tour Manager's Car), Joseph LaForet. Entries have been tentatively from 14 additional factories or distributors. The trucks now nominated for the tour include, Ruggles (special baggage truck), Ruggles Motor Truck Co., of Saginaw; Republic (special cot truck), Republic, (special blanket truck), Republic Motor Truck Co., of Alma, with pending entries from five truck factories.

Summer Conference Attendance Increases

The Summer Conference which began its sessions at the College Monday shows a fine increase in attendance over last year and promises to be the best yet held. Delegates are here from all over the state. The speakers include Rev. Lanfer of New York, dean of the conference; Miss Norton of Philadelphia, an expert of national fame in Sunday School work; Rev. Hawkins, Assistant Supt. of Home Missions in Michigan; Rev. Shirey, Supt. of Sunday School work for the Presbyterian denomination in Michigan; Rev. Miller, of Grand Rapids; Rev. Fischer of Saginaw, Rev. Rice of Detroit, Rev. Moore, missionary from India and others.

After the opening session which was held Monday evening at 7:30 o'clock, the members of the High School Endeavor Society of the local Presbyterian church gave a reception in Wright Hall to the conference delegates.

On Tuesday evening a pageant was given by the conference delegates and which was enjoyed by quite an audience of town people and students. Scenes portraying the historical events leading up to the signing of the Declaration of Independence were represented. The enactment of the pageant took about an hour's time. Considerable credit is due to the Rev. Shirey and his daughter who wrote the pageant and arranged for its presentation.

The conference will last until Sunday evening. The closing meeting which is usually the climax of all the good things which preceded it should not be missed by any delegate. This meeting, however, is planned more especially for the delegates than for the general public. For this reason arrangements have been made to have one of the conference leaders speak at the union Sunday evening services to be held in the Park at 7:30

o'clock. This will enable people of the town to gain some of the inspiration coming from the conference also. On Sunday morning Rev. C. W. Lanfer of New York City will speak in the Presbyterian church; Rev. Moore, missionary from India will speak in the M. E. church and Rev. H. L. Latham, S. T. D., of Jonesville, Mich., will speak in the Baptist church.

NOTICE

The Annual School District Meeting of School District No. 1 Fractional Arcadia and Pine River Townships will be held in the High School auditorium in the city of Alma on the 10th day of July, 1922, at 8 o'clock p. m., for the purpose of voting to raise the necessary amount of money to be spread upon the tax roll in said district for the maintenance of the schools for the coming year, also to elect two members as trustees on the board of education to fill the vacancy caused by the expiration of the term of two members of the board at this time.

At this meeting the proposition of purchasing the following lots in Elmwood sub-division at \$200.00 each will be submitted to the legal qualified voters, the lots being as follows: Lots Nos. 88, 89, 90, 91, 92, 93, 94, 95, 96, 100, 101, 102, 103, 104, 105, 106, 107 and 108.

All other business that may come properly before the legal qualified voters of the district will be transacted at this time.

Dated, July 1, 1922.

Signed, A. J. ARCHER,
Secretary.

BIGGEST AND BEST YET

R-N-M White Naptha Soap
Made especially to be used with Rub-No-More Washing Powder. Use them together and save half your soap bill and above all—save your clothes.

AT YOUR GROCERS
Rub-No-More Company
Fort Wayne, Indiana

Cherries are Ripe

We have a crop of sweet and sour CHERRIES, and later will have PLUMS, PEACHES, PEARLS AND APPLES.

Will fill parcel post or express orders and guarantee satisfaction. SHELBY, Oceana County, is easily reached by Truckers, and they are welcome.

SHELBY-NEW ERA CO-OP. ASS'N.

O. E. HAWLEY, Mgr.

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S.D. MARSHALL'S
CATARRH
Snuff**
30c
at all Druggists, or sent prepaid by
WILLIAMS MFG. CO., CLEVELAND, O.
Winslow Bros. Drug Store

Firestone
GUM-DIPPED CORDS
and Their High Mileage Records

The high mileage records of Firestone Cords continue to emphasize the fact that Firestone methods are different and better. These records, steadily increasing in number and in mileage totals, justify the Firestone contention that there is one best way to build tires.

Among the primary sources of Firestone extra mileage is double gum-dipping—the saturation of the cord plies in a vat of liquid gum—thus coating each cord and virtually eliminating internal heat and friction.

Another is Firestone air bag curing, with its 200 pound pressure, which places every cord accurately and equalizes the tension.

By blending the rubbers of different plantations and types, and by tempering it before mixing, Firestone men add still more mileage.

Many cord tires are good—a few are better—Firestone users say one is best.

Those who have already experienced Firestone mileage, have stopped shopping and experimenting—they have made these cords standard equipment. Investigate your friends' success with Firestone Cords—and buy your next tire accordingly. Come in and get your share of extra mileage.

30 x 3	Oldfield "999"	\$7.99	30 x 3 1/2	\$8.75
30 x 3 1/2	Oldfield "999"	\$8.99	30 x 3 1/2	\$10.45
CORD				
30 x 3 1/2	Regular Size	\$11.75		
32 x 4	Extra Size	\$2.40		
32 x 4 1/2		\$2.40		
32 x 5		\$2.15		

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ALMA TIRE & SPORT SHOP, N. Woodworth Ave.

A delightful combination of flavors:

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French Chocolate with Whole Fruit
Orange Sherbet
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QUALITY ICE CREAM

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In a Day Than Six Horses**

The Fordson substitutes motors for muscles.
The Fordson substitutes tractor wheels for the legs of man and horse.
The Fordson takes the burden off flesh and blood and puts it on steel.
It allows the farmer's energy to be devoted to management, and not merely to operation. It gives him time. It cuts his producing costs.
There's a big story of savings made possible by the Fordson. Let us tell you. Write, phone or call.

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ALMA, MICH.